Challenges

“We’re reactive, tactical and constantly fighting fires”
“We don’t have the time or tools to think strategically”
“We don’t have a consistent understanding of strategy”
“We need to create a competitive advantage”

The Full Range of Strategic Thinking Resources

Advanced strategic thinking for Senior leaders
Basic strategic thinking for New & Emerging leaders
Strategic thinking for individuals

Three Phases of Skill Building

Skill Assessment
- Organizational Assessment
- Individual Assessment
- Strategy Survey
- Articles
- Deep Dive/Elevate book
- Business Review
- Interviews

Skill Development
- Workshops (Half-day, Full-Day, Multi-Day)
- Deep Dive/Elevate workbook
- Strategic thinking tools & templates

Skill Evolution
- Strategy Vault: Online Resource Center (Hundreds of articles, instructional videos, MP3s, templates, tools, logbook, software)
- Strategic Thinking App
- Webinars
- Strategic Coaching

Strategic Thinking Institute
Sharpening Strategy Skills
Program Topics

Based on a discussion of your needs and assessment work, the program will be customized to include the following potential topics:

- Clearly defining and writing goals, objectives, strategies and tactics
- A methodical process for strategic thinking
- Identifying and prioritizing growth opportunities and initiatives
- Tools for generating innovation and new strategic insights
- Tools for assessing the current business landscape
- Increasing the value of SWOTAnalysis
- Tools to move from SWOTAnalysis to potential strategies
- Tools for simplifying the strategic planning process
- Overcoming five strategy execution challenges errors
- Methods for increasing employee buy-in to strategies
- Creating strategies amidst constantly changing market dynamics

Learnings

- Think strategically on a daily, not yearly, basis to generate new ideas.
- Develop a real-world understanding and toolkit for strategy.
- Create differentiated strategy to grow profits.
- Improve strategic decision making to increase productivity.
- Discover sources for generating new growth and business innovation.
- Overcome execution errors to successfully implement strategy.
- Assess the competitive landscape and identify unique positions.
- Confidently set strategic direction to maintain competitive advantage.
- Align and communicate strategy with the rest of their team/organization.
- Outthink and outperform the competition on a consistent basis.
Rich Horwath, CEO, Strategic Thinking Institute

National thought leader on strategy

Join these world-class organizations in working with Rich:

“Rich’s Deep Dive Strategic Thinking program was perfect for our needs to provide professional development on strategy. He went above and beyond to tailor his Strategic Thinking workshop to fit our business challenges. He weaved relevant tools and examples into the content and his delivery was enthusiastic and engaging. We asked for a highly relevant and interactive session - and he delivered.”

Chris Bevel, Customer Experience Marketing Advisor, FedEx

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